

DHS.gov Web Performance Metrics

Sep 1, 2019 - Sep 30, 2019

All Users
100.00% Sessions

Total Visits

6,455,123

% of Total: 100.00% (6,455,123)



Avg. Visit Duration

00:01:03

Avg for View: 00:01:03 (0.00%)



Pageviews

11,692,521

% of Total: 100.00% (11,692,521)



Unique Visitors

4,726,793

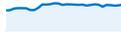
% of Total: 100.00% (4,726,793)



Avg. Pages / Visit

1.81

Avg for View: 1.81 (0.00%)



Avg. Time on Page

00:01:18

Avg for View: 00:01:18 (0.00%)



Bounce Rate

50.54%

Avg for View: 50.54% (0.00%)

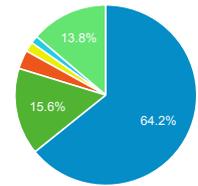


Top Pages

Page Title	Pageviews	Bounce Rate
What is Suspicious Activity? Homeland Security	1,612,829	88.22%
Indicators of Human Trafficking Homeland Security	332,396	92.01%
REAL ID Homeland Security	328,282	42.85%
Real ID Public FAQs Homeland Security	121,024	77.10%
What Is Human Trafficking? Homeland Security	109,723	90.94%
Learn What I Can Bring on the Plane Homeland Security	99,905	57.46%
Redirection page Homeland Security	81,310	47.66%
If You See Something, Say Something® Awareness Day Homeland Security	57,821	88.55%
Search Job Postings Homeland Security	49,976	25.66%
State Compliance Homeland Security	41,442	76.41%

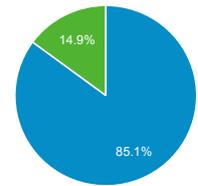
Visits by Source

(direct) google
facebook.com
instagram.com
bing
Other



New vs. Returned Visitors

New Visitor Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	34,902
Twitter	4,217
LinkedIn	1,399
YouTube	1,223
Blogger	839
Instagram	402
Quora	257
Ning	254
reddit	243
TypePad	140

DHS.gov Search Performance Metrics

Sep 1, 2019 - Sep 30, 2019

All Users
100.00% Sessions

Visits to DHS.gov

6,455,123

% of Total: 100.00% (6,455,123)



Total Internal Searches

75,505

% of Total: 100.00% (75,505)



Total External Searches (Google)

887,782

% of Total: 13.75% (887,782)

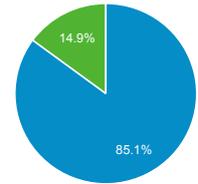


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
global entry	1,086	0
careers	673	0
i-9 form	489	0
real id	489	0
global entry application status	443	0
real id compliant states	413	0
active shooter	398	0
Jobs	398	0
esta	352	0
case status	336	0

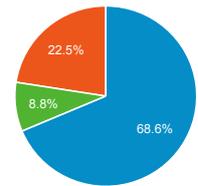
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Indicators of Human Trafficking Homeland Security	91,219
Learn What I Can Bring on the Plane Homeland Security	79,444
Homeland Security Home	66,797
REAL ID Homeland Security	41,427
Real ID Public FAQs Homeland Security	19,742
Search Job Postings Homeland Security	14,941
Immigration Data & Statistics Homeland Security	14,742
Check Wait Times Homeland Security	13,824
What Is Human Trafficking? Homeland Security	12,876
TSA Reminds Travelers of REAL ID Identification Requirements Homeland Security	9,879

DHS.gov Customer Satisfaction Survey

Time Period: 09/01/2019- 09/30/2019

Overall Customer Satisfaction Score

70.85

How would you rate your overall experience today?

67.47

Answer Choices	Responses	Points	Score
▪ Outstanding	750	100	75000
▪ Above Average	805	75	60375
▪ Average	796	50	39800
▪ Below Average	175	25	4375
▪ Poor	135	0	0
Total	2661		179550

Were you able to complete the purpose of your visit?

63.28

Answer Choices	Responses	Points	Score
▪ Yes	1684	100	168400
▪ No	977	0	0
Total	2661		168400

Would you still return to this website if you could get this information or service from another source?

85.38

Answer Choices	Responses	Points	Score
▪ Yes	2272	100	227200
▪ No	389	0	0
Total	2661		227200

Will you recommend this website to a friend or colleague?

80.91

Answer Choices	Responses	Points	Score
▪ Yes	2153	100	215300
▪ No	508	0	0
Total	2661		215300

Please describe your experience finding your way around (navigating) DHS.gov today.

63.73

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1583	100	158300
▪ Had technical difficulties (e.g. error messages, broken links)	69	0	0
▪ Links did not take me where I expected	77	0	0
▪ Links / labels are difficult to understand, they are not intuitive	199	0	0
▪ Navigated to general area but couldn't find the specific content needed	384	0	0
▪ Too many links or navigational choices	76	0	0
▪ Would often feel lost, not know where I was	96	0	0
Total	2484		158300

How was your experience using our site search?

56.73

NOTE: Excludes "Did not use search" and "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	746	100	74600
▪ I was not sure what words to use in my search	108	0	0
▪ Results were not helpful	208	0	0
▪ Results were not relevant to my search terms or needs	115	0	0
▪ Results were too similar / redundant	30	0	0
▪ Returned not enough or no results	78	0	0
▪ Returned too many results	30	0	0
Total	1315		74600

DHS.gov Customer Satisfaction Survey

Time Period: 09/01/2019- 09/30/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	91	3.42%
▪ Contact information	142	5.34%
▪ Contracting opportunities	29	1.09%
▪ Cybersecurity	210	7.89%
▪ Disaster assistance	72	2.71%
▪ Email, RSS feeds, or subscription services	24	0.90%
▪ Forms or publications	204	7.67%
▪ Human trafficking	111	4.17%
▪ Immigration and citizenship	186	6.99%
▪ Information about DHS (leadership, history, etc.)	172	6.46%
▪ Jobs / career information	271	10.18%
▪ Law enforcement	97	3.65%
▪ News	119	4.47%
▪ Photographs	12	0.45%
▪ Small business resources	26	0.98%
▪ Training	259	9.73%
▪ Travel	596	22.40%
▪ Videos	40	1.50%
Total	2661	100%

If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	28	3.14%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	617	69.25%
▪ Error on page	18	2.02%
▪ Multimedia / technical problem	13	1.46%
▪ Outdated information	41	4.60%
▪ Other	174	19.53%
Total	891	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	248	9.32%
▪ Educator	183	6.88%
▪ Federal government employee	141	5.30%
▪ First responder / law enforcement official	160	6.01%
▪ Government contractor	115	4.32%
▪ International visitor	44	1.65%
▪ Job seeker	165	6.20%
▪ Media representative	10	0.38%
▪ Non-profit staff or volunteer	105	3.95%
▪ Seeking citizenship or immigration information	58	2.18%
▪ State, tribal, territorial or local government representative	73	2.74%
▪ Student	361	13.57%
▪ Traveler (domestic or international)	508	19.09%
▪ Other	490	18.41%
Total	2661	100%